

EDINBURG AREA CHAMBER OF COMMERCE

April 28, 2011

In attendance:

Cynthia Morris, Michelle Heier, Donna Smith, Justin Wightman, Fran Romeo, and Dan Harshman. Guest, Natalie Wills from Shenandoah County Tourism.

Meeting called to order by: Cynthia Morris at 5:30 p.m.

Minutes: Cynthia Morris approved, second by Justin Wightman.

Treasurer's Report: Ms. Heier reported that the Chamber currently has \$2,657.20 in funds. Ms. Smith made a motion to approve the Treasurer's Report and was second by Mr. Wightman.

New membership: Ms. Heier reported that as of the date of the meeting we have 5 more new members. She also reported that 10 previous members have renewed their memberships.

County Chamber: Ms. Romeo reported that WVPT would like to do a documentary of this year's Yard Crawl. The cost for the ad is \$2500.00. Ms. Wills said they have decided not to proceed with this. She stated that normal publicity will be in abundance and that will be sufficient.

Website Design: No report given.

Networking Socials: Ms. Wills reported that the Tourism will be donating food for the mixer of a fruit platter, chicken salad puffs and ham biscuits, which is \$250.00 worth of food. It was stated by Mr. Harshman that there was plenty of paper products at The Mill to use. The Edinburg Heritage Foundation donated \$200.00 towards the purchase of food. Ms. Romeo suggested that the Edinburg Chamber of Commerce donate \$200.00 as well. Mr. Harshman stated that the Chamber could suffer financially if everyone is turning in receipts for various food items, but Ms. Smith and Ms. Romeo stated they are the only one's preparing food that is reimbursable. Ms. Romeo made a motion to approve the \$200.00 donation by the Chamber for food and the motion was second by Mr. Wightman. Ms. Wills stated that she would provide tables for brochures during the event. Mr. Wood, Mr. Harshman and Ms. Wills will be allotted a brief time to give a short talk. Ms. Romeo stated that there should be membership forms available at the mixer for any new members that would like to join. Jeff Clinedinst will be there to take photos. It was mentioned again about showing The Burning during the mixer. Ms. Morris commented about the mixer being on the Chamber's Facebook page. Ms. Wills stated that she would provide door prizes, and Mr. Harshman said the Town would donate a coin as well.

Yard Crawl: Ms. Romeo stated the t-shirts colors have been picked out. Sponsorship is down due the economy. There are different levels of sponsorship for the Yard Crawl and the most expensive being the advertisement on the back of the t-shirts. The cost of the ad on the t-shirts is \$395.00. Ms. Wills stated that Shenandoah County Tourism is a member this year. They also did a rack card of advertisement. May 1st is the deadline to be a web site sponsor. Ms. Romeo stated that the shops in Edinburg should all do a business advertisement on the back of the shirt. Ms. Wills said she believes that the Edinburg Chamber of Commerce may receive a discount, but she will confirm at the next meeting. It was mentioned that all businesses that are Chamber members be notified by email to let them know about this.

Board of Directors: Ms. Smith requested that unfinished business be moved up on the agenda. It was mentioned that the members feel as though we run out of time to properly discuss these items. Mr. Wightman made a motion to approve this request and was second by Ms. Romeo.

Christmas Parade: No report. There was concern about whether or not the Central High School Band had been notified. Mr. Wightman said he will send an email.

Victorian Christmas in Edinburg: Ms. Morris reported that on the return surveys from the last tour there were 2 issues. The Saddlers, that owns the log cabin, mentioned that there was not any groups such as parents and small children or elderly. They also noted that the Chamber should consider changing the times of the tour. It was also commented that there were too many houses on the tour and not enough time to view them all. Ms. Morris also commented that the church on S. High Street will be available to do babysitting this year. It was also stated that the tour for this year will begin at the Mill again. Ms. Morris stated that she has reduced the number on the tour to 8. Mr. Harshman recommended contacting the senior center to use the van for the seniors to be able to go on the tours. All members present thought that was a wonderful idea. Ms. Wills has offered to help with the tours. All members present agreed the tours should remain at night and the amount should be no less than 8 and no more than 12.

Summer Concerts: Members present confirmed the date of the concert as July 30, 2011. Ms. Morris made a suggestion that Mr. Wightman be in charge of the committee for the summer concert, he declined. Ms. Smith suggested that each Board of Directors take a committee that is required to host the summer concert, and that way each event will be covered. It was suggested that the Wakeman Groves Youth Band perform as an opening act for the Instigators. Mr. Wightman stated that he will take care of lining them up. It was agreed by all present that the vendors will be charged a fee for attending this year. The Chamber will still have donation jars available. Members present all agreed that each committee member take a part of the responsibility to help make the concert a success since no one will take on the full responsibility of being the chair for this. Ms. Romeo agreed to handle the publicity. Ms. Wills offered to advertise on Oldies 95.3 and asked for a member to go and promote this. Mr. Harshman made a recommendation that all members be notified by email of this. Ms. Romeo made a motion that we proceed with the summer concert, second by Ms. Smith.

Auditing Committee: No report.

Finance Committee: No report.

Advertising: Mr. Wightman reported that he asked Hoyle Laughlin, Laughlin's Auction, about the bulletin board. Mr. Laughlin agreed to allow the Chamber place the board inside his auction house. Mr. Laughlin did request that the board that we provide match the rest of the decor inside the building. He also requested that the board be placed between the food stand and the cashier. Mr. Harshman recommended selling ads for around the board. Mr. Wightman said he will make sure this is ok with the Laughlin's. Ms. Morris made a brief report about Shop Local. She would like to invite new members and businesses to advertise in the coupon booklet. More discussion will be at the next meeting.

Brochures: Ms. Smith gave a brief update on the status of the brochures. She mentioned about the ad called "What to see and do in the Shenandoah Valley".

New Business: There was a concern regarding Businesses in the Town of Edinburg, not properly licensed and members of the Chamber. There was discussion about re-wording the By-Laws to cover the Chamber from advertising and promoting the Business on the Chamber site. Ms. Romeo made a motion to re-word the By-Laws, second by Mr. Wightman.

With no further discussion, the meeting was adjourned at 6:50 p.m.

Minutes respectfully submitted,

Michelle F. Heier